

OFFICIAL BRAND SYSTEM



ShotCraft Brand Guide

A warm-dark identity system for product photography education: logo usage, color palette, typography, interface rules, and the do and do not guidance that keeps the brand precise.

Version **1.0 / April
2026**

Includes **Logos,
palette,
typography,
UI rules**

Official **shotcraft.xyz**
domain

File **SVG logos +
set**
JSON tokens +
PDF guide

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Brand Essence

ShotCraft teaches Shopify photographers to create product images that sell. We are not a generic online course platform — we are a craft-focused community of photographers who take their work seriously.

We are: A peer-to-peer knowledge transfer between working photographers. **We are not:** A corporate SaaS product. A beginner-friendly tutorial factory. A studio brand.

Brand Positioning

The Promise {#brand-positioning-the-promise}

"The gap between a good shot and a sold product is technique — and technique is learnable."

ShotCraft sits at the intersection of creative photography craft and commercial outcome. Our students are freelance photographers and in-house creative teams who already know how to use a camera — they come to us to level up their product photography specifically for e-commerce.

Tone & Voice {#brand-positioning-tone-voice}

Professional but approachable. We write like a senior photographer who happens to be generous with their knowledge — not like a corporate brand trying to sound friendly.

- Talk like you're on a Zoom call with a peer, not presenting to a boardroom
- Share specific techniques, not vague encouragement
- Name the gear, the settings, the workflow — specificity earns trust
- Acknowledge the craft is hard. Don't over-promise.
- Use "you" and "your work" — this is about their photography, not our platform

Examples of voice in practice:

✓ "Most product photography mistakes happen in the edit, not the shoot. Here's what to fix first." ✓ "Your camera can't tell the difference between a \$20 product and a \$200 one. Your lighting can." ✓ "This is the Lightroom preset I use for every steel product shot — three sliders, ten seconds."

✗ "Unlock your full potential with our world-class curriculum!" ✗ "Join thousands of success stories today!" ✗ "Our easy-to-follow system makes product photography simple."

Visual Direction {#brand-positioning-visual-direction}

Premium creative — think high-end photography portfolio meets educational platform.

Not: Generic SaaS with purple gradients and stock photos Not: Tutorial YouTube with loud thumbnails and red borders

Think: Magnum Photos meets CreativeLive. The Fuji X Weekly meets a luxury product catalogue.

Photographic references:

- Minimal flat lay compositions with intentional negative space
- Film grain and slight vignetting in backgrounds
- Warm-tinted neutrals — not clinical white backgrounds

- Close-crop product shots that show texture and craft
 - Natural materials: wood, stone, linen, leather as styling props
-

Logo



Primary Logo



Icon Mark



Light Version



Dark Version

The Mark {#logo-the-mark}

The ShotCraft icon is a **geometric aperture** — six overlapping blades forming a camera diaphragm opening. The central dot represents the focal point. The outer ring suggests a lens element.

The mark is intentionally geometric and precise. It reads as both a camera aperture and a craftsman's seal. Do not alter the proportions or attempt to redraw it.

Logo Variants {#logo-logo-variants}

FILE	USAGE
logo-primary.svg	Default — wordmark + icon on dark backgrounds
logo-icon.svg	Icon only — favicons, app icons, social avatars, very small sizes
logo-light.svg	Wordmark in white/light — for dark photo backgrounds
logo-dark.svg	Wordmark in near-black — for white or light backgrounds

Clear Space {#logo-clear-space}

Maintain a minimum clear space of **1× the icon height** on all sides. Never place the logo on a busy photographic background — use a solid dark overlay or a crop of a clean, out-of-focus background.

Logo Don'ts {#logo-logo-don-ts}

- Do not change the aperture blade color (gold) independently from the wordmark
- Do not stretch, skew, or rotate the logo
- Do not add effects (drop shadow, glow, emboss) to the SVG
- Do not use the wordmark without the icon unless space constraints make it unavoidable
- Do not use the dark wordmark on mid-tone backgrounds — contrast is critical
- Do not recreate the wordmark in a different typeface

Minimum Sizes {#logo-minimum-sizes}

- Primary logo (with wordmark): minimum 160px wide
 - Icon mark alone: minimum 24×24px
-

Color System

Gold (Primary Accent)

CTAs, highlights, active states, brand moments

TONE	#F5C84A
GOLD-300	
245, 200, 74 46° 90% 63%	

DEFAULT	#E8A020
GOLD-400	
232, 160, 32 39° 82% 52%	

TONE	#C8780A
GOLD-500	
200, 120, 10 34° 91% 41%	

TONE	#A85C05
GOLD-600	
168, 92, 5 31° 94% 34%	

TONE	#7A3E02
GOLD-700	
122, 62, 2 29° 97% 24%	

Dark Backgrounds

Page backgrounds, surface hierarchy — warm near-black for premium feel

TONE	#0D0C0B
BG-BASE	

TONE	#161412
BG-SURFACE	

Page background / outermost layer

13, 12, 11 | 30° 8% 5%

Card / panel background

22, 20, 18 | 30° 10% 8%

STONE

#1E1B18

BG-ELEVATED

Elevated surfaces, modals, dropdowns

38, 27, 24 | 30° 11% 11%

STONE

#252118

BG-OVERLAY

Hover states, overlay tints

37, 33, 24 | 39° 21% 12%

Borders & Dividers

STONE

#252118

BORDER-SUBTLE

Subtle dividers

37, 33, 24 | 39° 21% 12%

STONE

#332D24

BORDER-DEFAULT

Standard card borders

51, 45, 36 | 37° 17% 17%

STONE

#4A4136

BORDER-STRONG

Prominent borders, input fields

74, 65, 54 | 34° 16% 25%

Text Colors

Warm-shifted neutrals — avoid cold grays for photography feel

STONE

#F2EEE8

TEXT-PRIMARY

Headings, body text

STONE

#C4BAB0

TEXT-SECONDARY

Supporting text, meta

242, 238, 232 | 36° 29% 93%

196, 186, 176 | 30° 14% 73%

TONE

#7A6E66

TEXT-MUTED

Placeholder, disabled, captions

122, 110, 102 | 22° 10% 44%

TONE

#0D0C0B

TEXT-INVERSE

Text on light/gold backgrounds

13, 12, 11 | 30° 8% 5%

Semantic Colors

TONE

#4A9B6F

SUCCESS

Success states, confirmation

74, 155, 111 | 148° 35% 45%

TONE

#1A3326

SUCCESS-SUBTLE

Success background tint

26, 51, 38 | 148° 33% 15%

TONE

#C45252

ERROR

Errors, destructive actions

196, 82, 82 | 0° 44% 54%

TONE

#2E1818

ERROR-SUBTLE

Error background tint

46, 24, 24 | 0° 31% 14%

TONE

#D48C2A

WARNING

Warnings, caution

212, 140, 42 | 36° 66% 50%

TONE

#2A200D

WARNING-SUBTLE

Warning background tint

42, 32, 13 | 38° 53% 11%

TONE

#4A8DB5

TONE

#0F2030

INFO

Info states, links

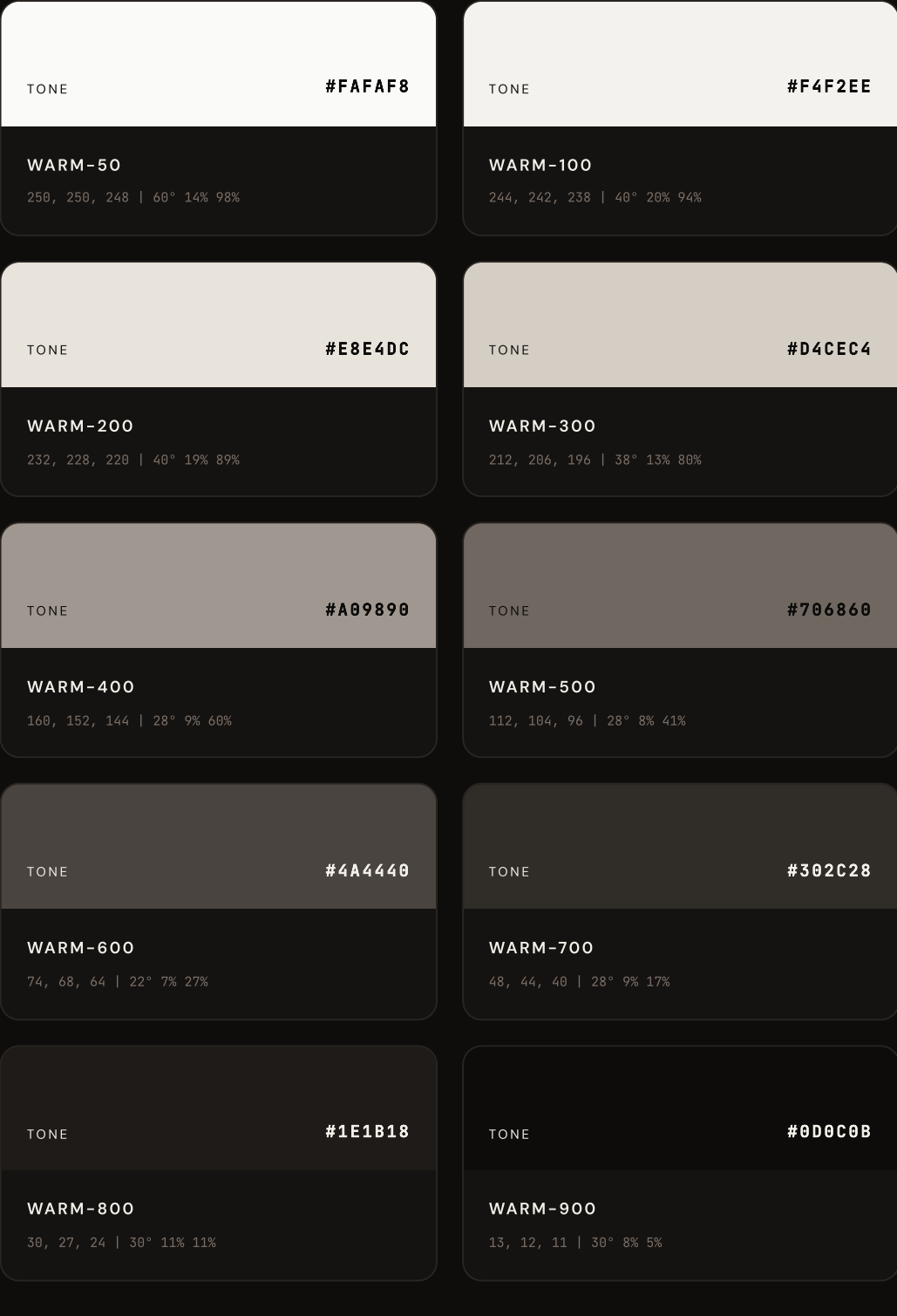
74, 141, 181 | 203° 41% 50%

INFO-SUBTLE

Info background tint

15, 32, 48 | 207° 52% 12%

Warm Neutrals (for light-mode or neutral contexts)



Philosophy {#color-system-philosophy}

The palette is derived from darkroom aesthetics and premium photography — warm near-blacks, aged paper whites, and a refined amber gold that references studio lighting and lens flare. The warmth distinguishes ShotCraft from cold, clinical SaaS interfaces.

Primary Palette {#color-system-primary-palette}

Gold #E8A020 {#color-system-gold-e8a020}

The ShotCraft signature color. Used for:

- Call-to-action buttons (primary)
- Active navigation states
- Price highlights and promotional callouts
- Icon accents and decorative elements
- The aperture mark in the logo

HSL: 39° 82% 52% | RGB: 232, 160, 32

Hover state: #C8780A (darker, not lighter — avoids neon look) Light variant: #F5C84A (for subtle highlights or outlined elements)

Background Stack {#color-system-background-stack}

Use in strict hierarchy — never skip levels:

```
Background base: #0D0C0B — Page canvas
Background surface: #161412 — Cards, panels
Background elevated: #1E1B18 — Modals, dropdowns
Background overLay: #252118 — Active hover tints
```

Text Hierarchy {#color-system-text-hierarchy}

```
Primary text: #F2EEE8 — Main headings and body (warm white)
Secondary text: #C4BAB0 — Supporting text, meta
Muted: #7A6E66 — Captions, placeholders, timestamps
```

Color Usage Rules {#color-system-color-usage-rules}

1. **Gold is precious.** Don't use it for decorative borders or dividers — save it for interactive elements and brand moments.
2. **Warmth over coolness.** When choosing between a warm and cool gray, always pick warm.
3. **No pure black, no pure white.** Use #0D0C0B and #F2EEE8 respectively.
4. **Tinted overlays.** Use rgba(232, 160, 32, 0.08) for subtle gold-tinted hover states on dark backgrounds.
5. **Error red should never look like a brand color.** Keep semantic colors clearly functional.

Semantic Colors {#color-system-semantic-colors}

NAME	HEX	USAGE
Success	#4A9B6F	Confirmation, checkmarks, successful uploads
Error	#C45252	Validation errors, failed states
Warning	#D48C2A	Caution, pending states
Info	#4A8DB5	Informational banners, help text

Typography

HEADING

Cormorant

Garamond

*Precision,
warmth, and
visual restraint.*

Elegant, editorial serif — used in luxury fashion, photography books, and high-end magazines. The high contrast between thick and thin strokes is photography-appropriate. The italic is especially beautiful for pullquotes.

Weights: 300, 400, 500, 600, 700 | Styles: normal, italic

BODY

DM Sans

ShotCraft teaches craft that sells products.

Clean, geometric sans-serif with subtle personality. More refined than Inter — slightly wider letterforms make it feel editorial. Pairs well with Cormorant without competing.

Weights: 300, 400, 500, 600 | Styles: normal, italic

MONO

JetBrains Mono

```
preset.shadow_drop
= realistic
```

Premium developer mono — refined over coding use. For code examples, settings values, technical specs.

Weights: 400, 500 | Styles: normal

DISPLAY

76PX

*Precision
sells
products*

H1

61PX

*Precision
sells
products*

Page titles, major section headers

H2

49PX

*Precision
sells
products.*

Section headings

Hero headlines only

H3 39PX

*Precision
sells
products.*

Sub-section headings

H4 31PX

*Precision
sells
products.*

Card titles, feature
headings

H5 25PX

*Precision sells
products.*

Sidebar headings, list titles

H6 20PX

*Precision sells
products.*

Small card headers, inline
headings

LABEL 11PX

CRAFT MATTERS

Category labels, section
eyebrows, tags — all-caps
small text

BODY-LG 18PX

Precision sells
products.

Lead paragraphs, featured
body text

BODY 16PX

Precision sells
products.

Default body text

BODY-SM 14PX

Precision sells
products.

Supporting text, meta,
captions

SMALL 12PX

Precision sells products.

Fine print, timestamps,
footnotes

MONO 14PX

Precision sells
products.

Code, settings values,
technical specs

System {#typography-system}

ROLE	FONT	WEIGHT	NOTES
Headings	Cormorant Garamond	300–700	Editorial serif — use italic for pullquotes
Body	DM Sans	300–600	Clean geometric sans
Code / Mono	JetBrains Mono	400–500	For settings, technical specs

Type Scale {#typography-type-scale}

TOKEN	SIZE	FONT	WEIGHT	USAGE
<code>display</code>	76px	Cormorant	600	Hero headlines only
<code>h1</code>	61px	Cormorant	600	Page titles
<code>h2</code>	49px	Cormorant	500	Section headings
<code>h3</code>	39px	Cormorant	500	Sub-sections
<code>h4</code>	31px	Cormorant	600	Card titles
<code>h5</code>	25px	Cormorant	600	Sidebar headings
<code>h6</code>	20px	Cormorant	600	Inline headings
<code>body-lg</code>	18px	DM Sans	400	Lead paragraphs
<code>body</code>	16px	DM Sans	400	Default body
<code>body-sm</code>	14px	DM Sans	400	Supporting text
<code>label</code>	11px	DM Sans	500	Uppercase labels, tracked
<code>small</code>	12px	DM Sans	400	Fine print
<code>mono</code>	14px	JetBrains	400	Code

Typography Rules {#typography-typography-rules}

1. **Headlines in Cormorant are the visual signature.** Never use DM Sans for H1–H3 headings.

2. **Labels are always uppercase + tracked.** `Letter-spacing: 0.12em` — eyebrows, category tags, navigation items.
3. **Don't over-weight headings.** Most headings look better at 500–600 than 700 in Cormorant.
4. **Cormorant italic is a feature, not an exception.** Use it for pullquotes, testimonials, and dramatic subheadings.
5. **Line heights are prescribed.** Don't override unless you have a layout-specific reason.

Font Loading {#typography-font-loading}

Add to `<head>` in `app/layout.tsx` — use `preconnect` to minimize FOIT:

```
<link rel="preconnect" href="https://fonts.googleapis.com" />
<link rel="preconnect" href="https://fonts.gstatic.com" crossOrigin="anonymous" />
<link href="https://fonts.googleapis.com/css2?
family=Cormorant+Garamond:ital,wght@0,300;0,400;0,500;0,600;0,700;1,300;1,400;1,600&family=DM+Serif+Text:ital,wght@0,normal;0,normal;1,normal;1,normal&display=block" rel="stylesheet" />
```

UI Components & Visual Patterns

Cards {#ui-components-visual-patterns-cards}

- Background: `surface (#161412)` with border `#332D24`
- On hover: lift to `elevated (#1E1B18)` with `box-shadow: 0 4px 12px rgba(0,0,0,0.5)`
- Border radius: `8px` (never pill-shaped)
- Never use white cards on the dark background — they break the editorial feel

Buttons {#ui-components-visual-patterns-buttons}

Primary CTA:

- Background: `#E8A020` | Text: `#0D0C0B` | Weight: `600`
- Hover: `#C8780A` (darken, don't lighten)
- Border radius: `4px` (small, precise — not pill)
- Padding: `12px 24px`
- No box shadows on buttons — let the gold do the work

Secondary:

- Border: `1px solid #E8A020` | Text: `#E8A020`
- Hover: `background: rgba(232, 160, 32, 0.08)`

Ghost:

- Border: `1px solid #4A4136` | Text: `#C4BAB0`
- Hover: border `#6B6256`

Photography / Image Usage {#ui-components-visual-patterns-photography-image-usage}

- Prefer real product photography over stock or mockups
- Overlay images with `rgba(13, 12, 11, 0.6)` before placing text
- Apply subtle film grain to hero backgrounds (CSS `noise` texture overlay)
- Aspect ratios: `4:3` for product cards, `16:9` for course feature images, `1:1` for instructor/avatar

Iconography {#ui-components-visual-patterns-iconography}

- Use simple, thin-stroke icons (1.5px stroke weight)
 - Lucide or Phosphor icon sets recommended
 - Never mix icon families within a single view
 - Icon color: `#C4BAB0` (secondary text) by default, `#E8A020` for interactive/active
-

Do's and Don'ts

Brand Do's {#do-s-and-don-ts-brand-do-s}

- Use photography as the primary visual storytelling tool
- Show real results — before/after edits, actual Lightroom exports
- Lead with craft: technique, process, workflow
- Pair serif headings with generous white space
- Let gold breathe — don't use it everywhere

Brand Don'ts {#do-s-and-don-ts-brand-don-ts}

- Don't use purple, blue-violet, or cyan anywhere — this is a warm brand
 - Don't use rounded pill buttons — they signal generic SaaS
 - Don't rely on AI-generated or stock imagery for course materials
 - Don't use gradient text unless it's a rare hero moment
 - Don't add drop shadows to the logo or overlay text with outlines
 - Don't use Inter, Roboto, or system-ui anywhere visible to users
-

Files Reference

FILE	DESCRIPTION
<code>logo-primary.svg</code>	Default logo — icon + wordmark, light on dark
<code>logo-icon.svg</code>	Icon mark only
<code>logo-light.svg</code>	Logo for dark photographic backgrounds
<code>logo-dark.svg</code>	Logo for white/light backgrounds
<code>color-palette.json</code>	Full color system with hex, RGB, HSL values
<code>typography.json</code>	Type scale, font stack, combinations
<code>tailwind.config.partial.js</code>	Drop-in Tailwind theme extension
<code>shotcraft-brand-guide.md</code>	This document